

FIG. 1

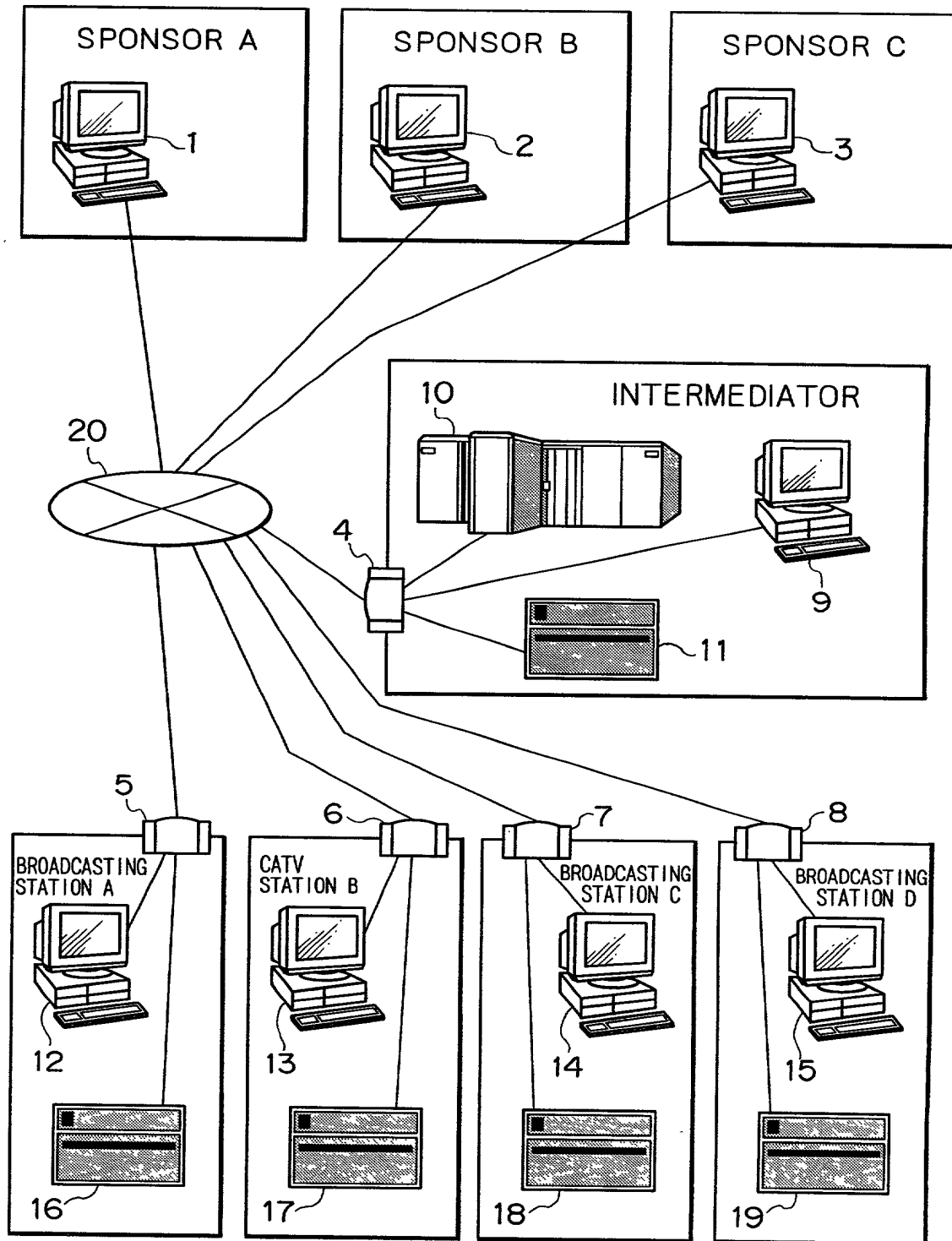


FIG. 1 is a block diagram of a network system. The system includes a central hub (20) connected to multiple computers (1, 2, 3, 12, 13, 14, 15). The computers are organized into four groups: SPONSOR A (1), SPONSOR B (2), SPONSOR C (3), and four BROADCASTING STATIONS (A, B, C, D). Each broadcasting station contains a computer (12, 13, 14, 15) and a server (16, 17, 18, 19). An INTERMEDIATOR block (10, 11, 9) is connected to the hub and the computers. A switch (4) is connected to the hub and the computers. The diagram shows a complex network topology with multiple connections between the hub, the computers, and the intermediary components.

FIG. 2

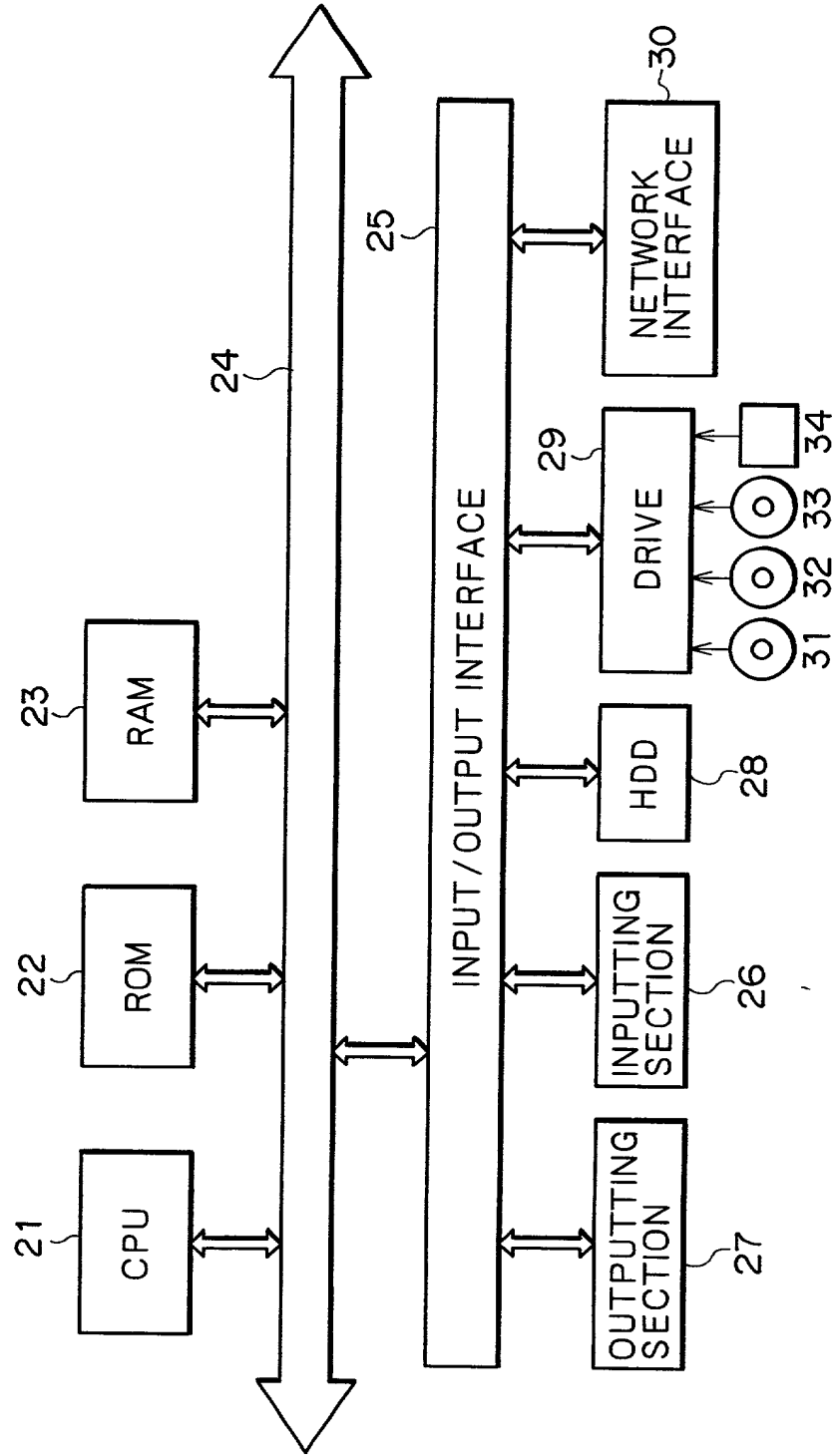


FIG. 3

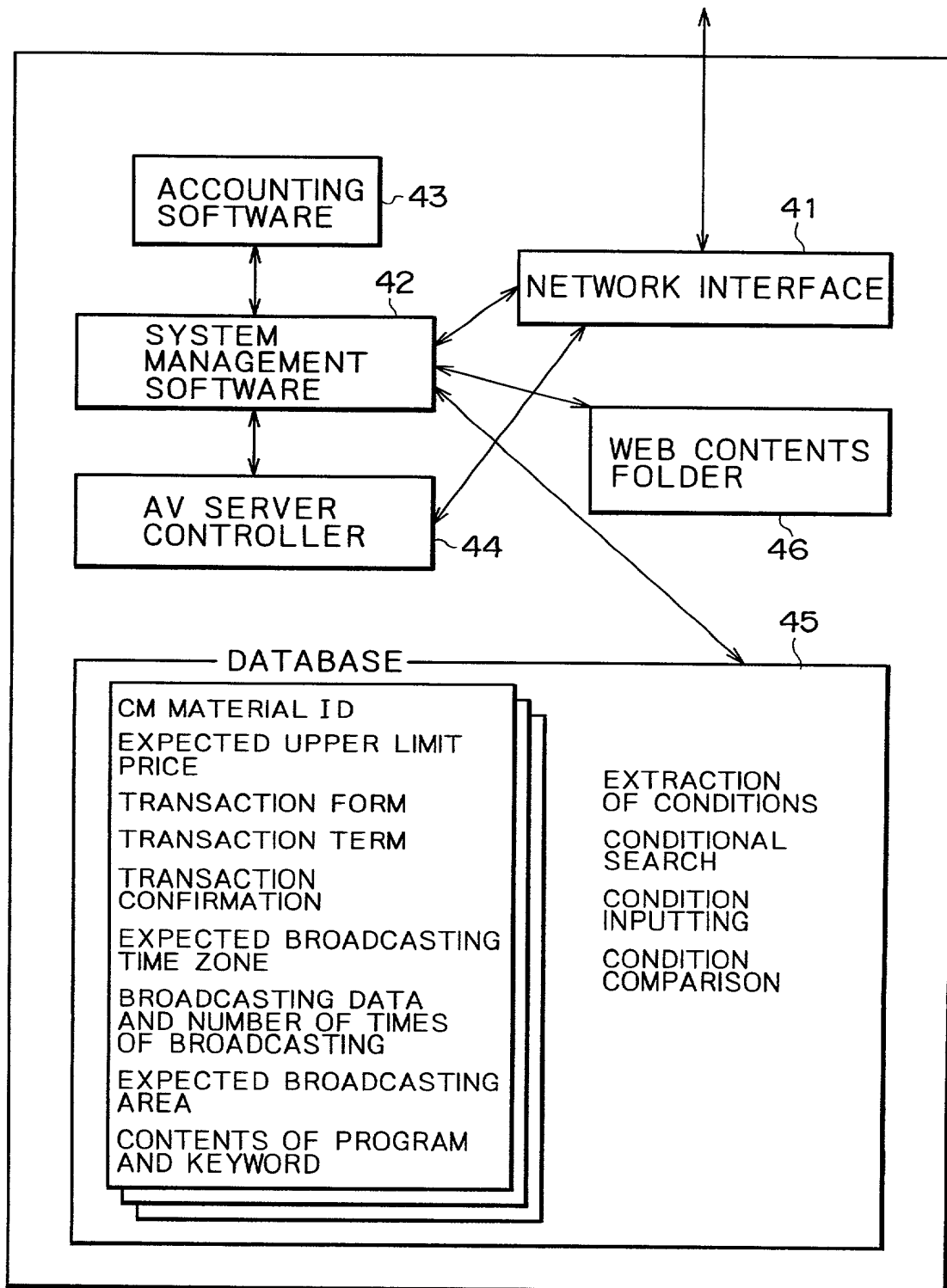


FIG. 4

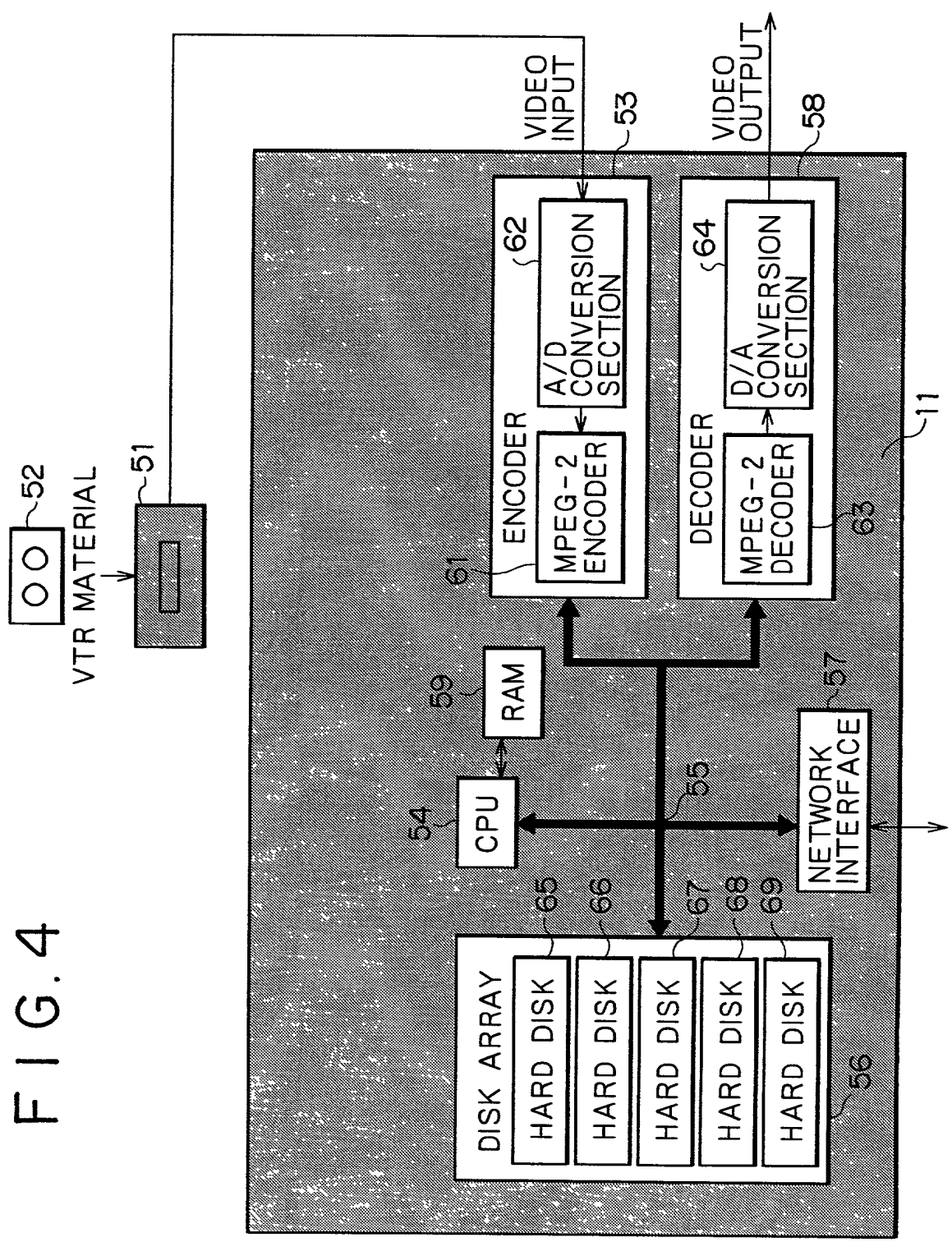
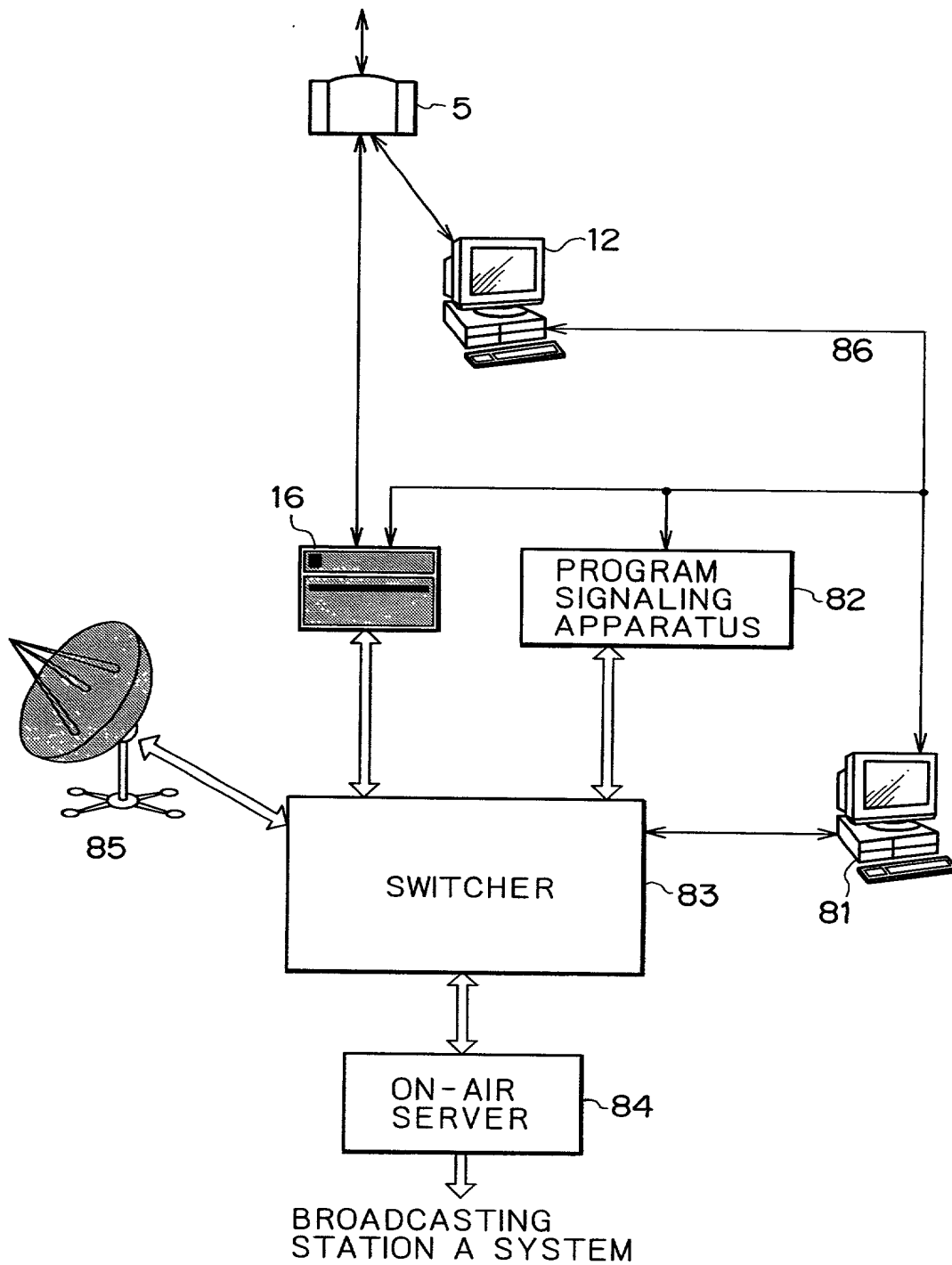


FIG. 5



START OF CM REGISTRATION
PROCESS OF INTERMEDIATOR

FIG. 6

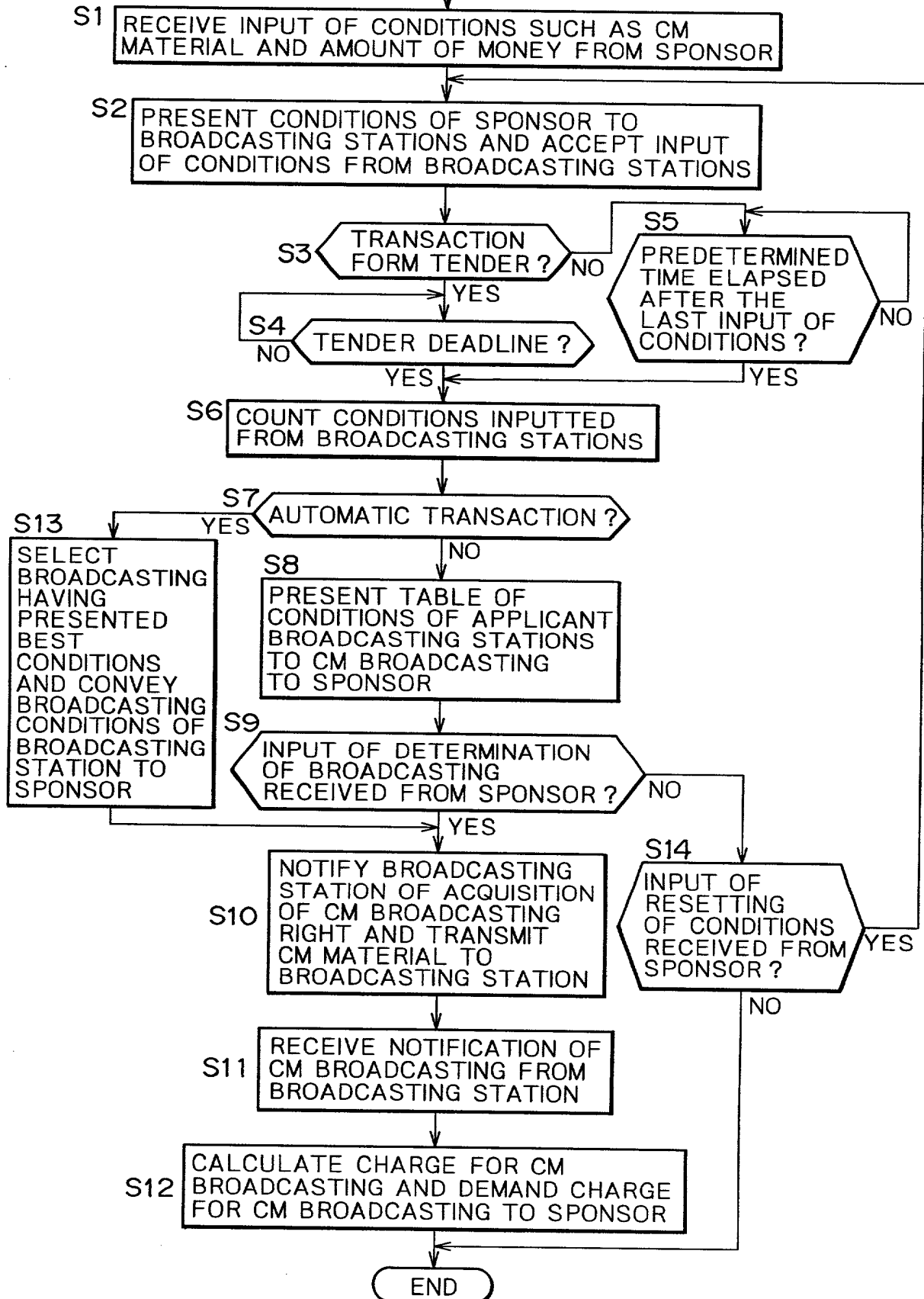


FIG. 7

**CM BROADCAST SIGNALING
REQUEST ENTRY FORM**

91 ID OF CM (MATERIAL NEED TO BE REGISTERED

92 ☐ TENDER TYPE ☒ 93 AUCTION TYPE TRANSACTION FORM

94 UPPER LIMIT TO EXPECTED PRICE

95 EXPECTED BROADCASTING DATE

96 EXPECTED BROADCASTING HOUR

TO REGION SELECTION MENU 97

OTHER CONDITIONS 98

COMPLETION OF CONDITION INPUT 99

FIG. 8

<p>CM SIGNALING TRANSACTION PAGE</p> <p>SOURCE OF REQUEST: OXOX COMPANY</p> <p>CM TIME 15 SECONDS</p> <p>EXPECTED MAXIMUM PRICE 1,000,000 YEN</p> <p>TRANSACTION FORM AUCTION</p> <p>AUCTION DEADLINE 4 HOURS</p> <p>TIME NOVEMBER 20, FROM 9:00 TO 10:00</p> <p>NUMBER OF TIMES ONCE</p> <p>EXPECTED REGION KANTO AREA</p> <p>CONDITIONS: VARIETY</p> <p>KEYWORD: VARIETY</p> <p>PLEASE INPUT CONDITIONS BELOW:</p> <p>TIME ZONE <input type="text" value="9:15:00"/> 101</p> <p>PROGRAM NAME <input type="text" value="SPORTS SPECIAL"/> 102</p> <p>EXPECTED PRICE <input type="text" value="¥50,000"/> <input type="button" value="SEND"/> <input type="button" value="RESET"/></p>				

[illegible]113

FIG.10

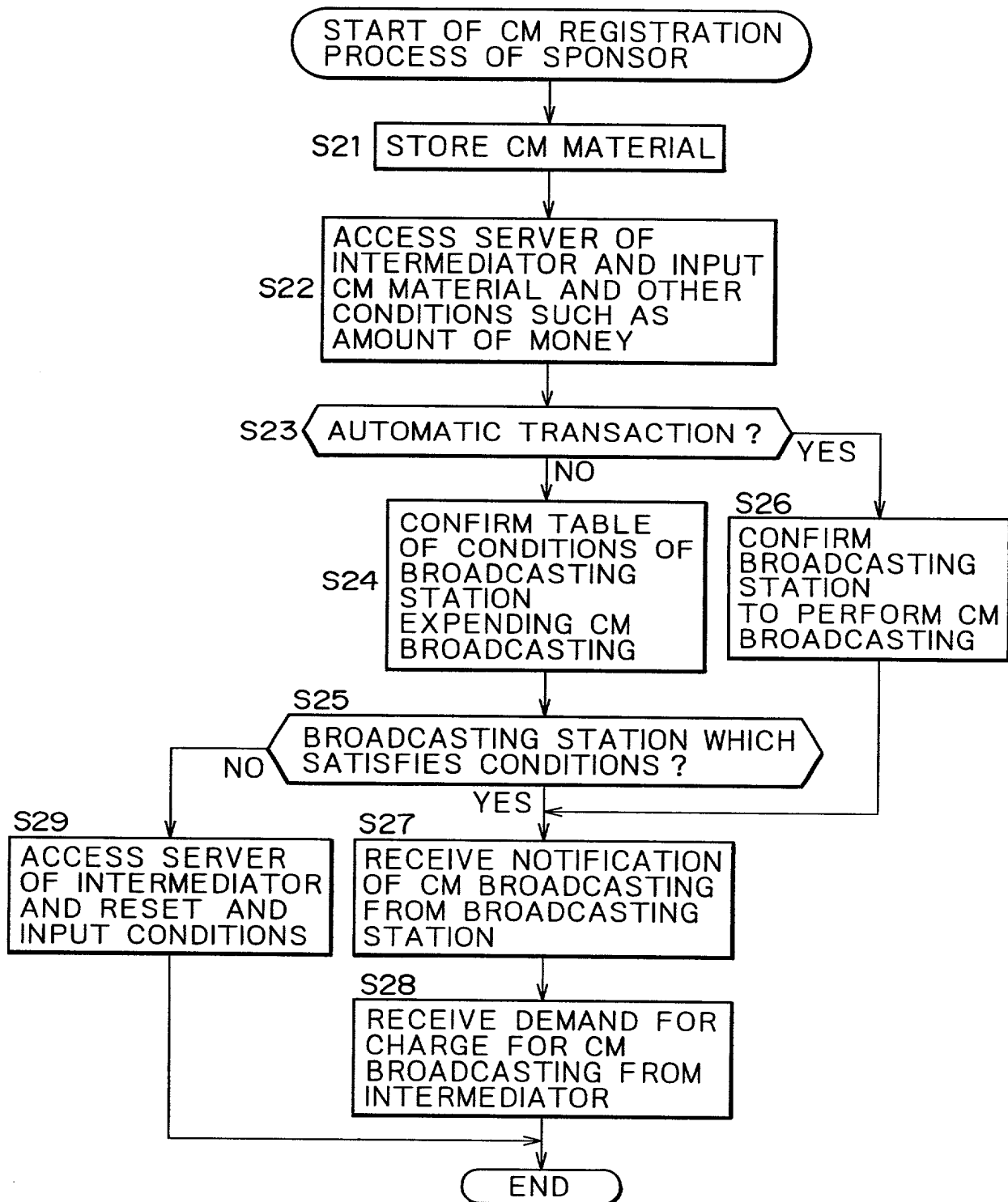


FIG. 11

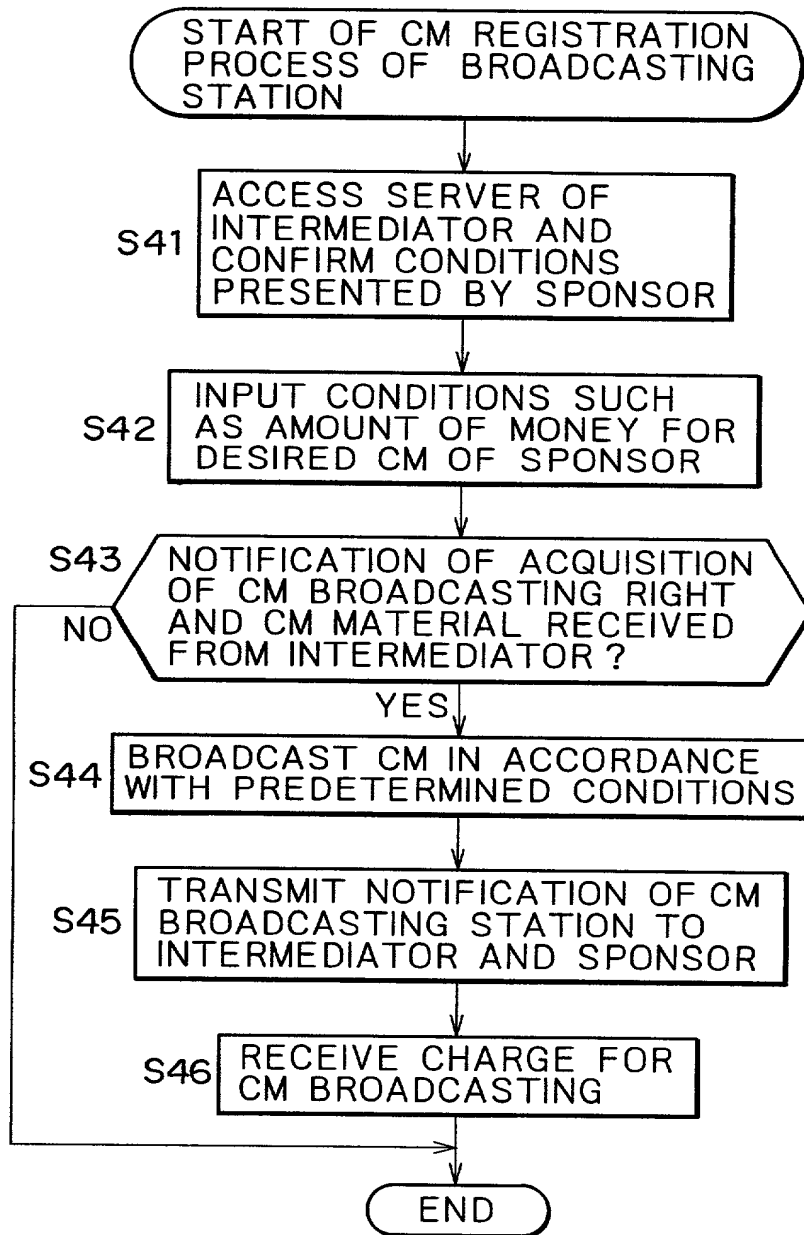


FIG.12

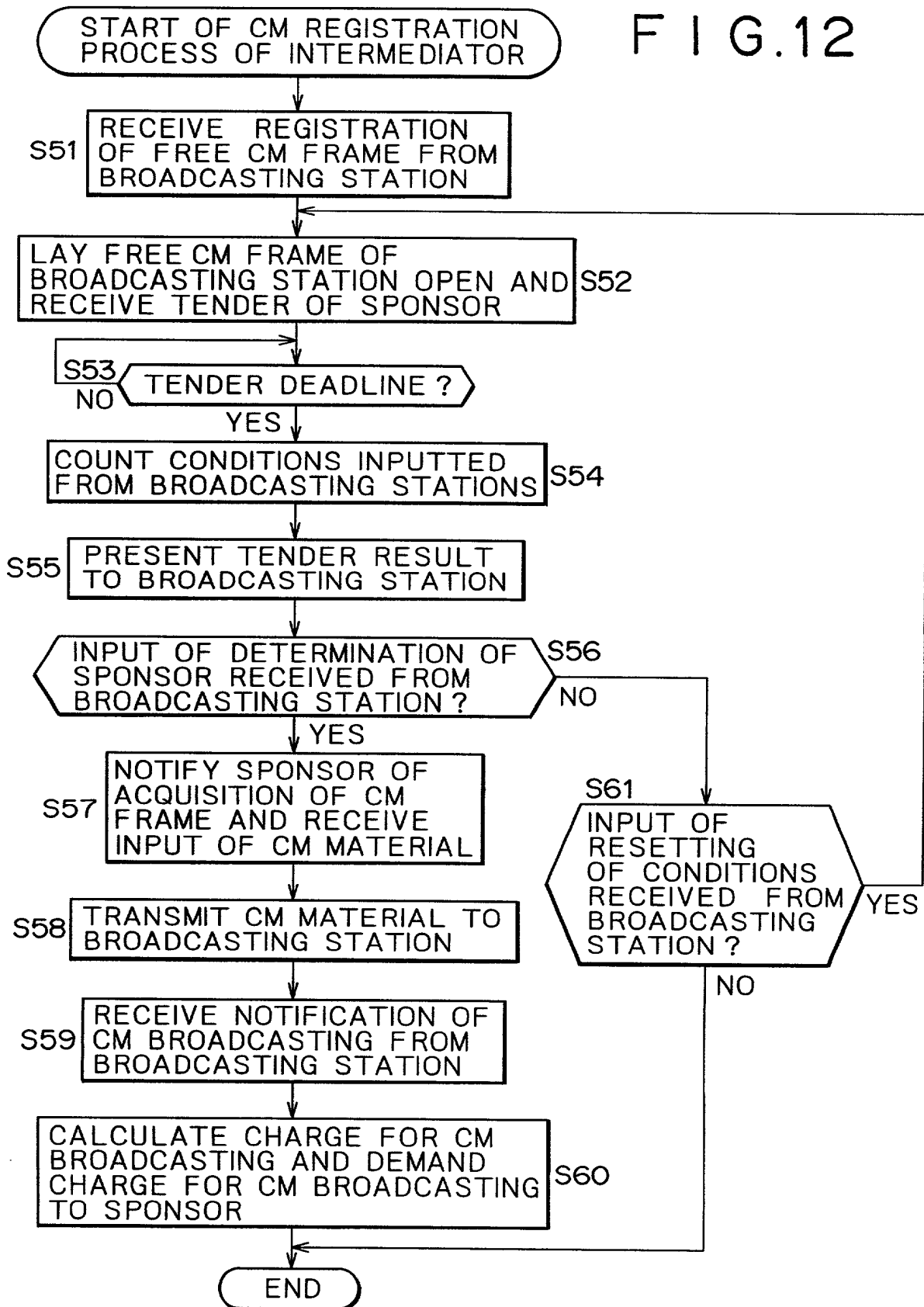


FIG.13

TELEVISION KANTO BROADCASTING PROGRAM SCHEDULE				
FEBRUARY 14, 2000, MONDAY				
A FREE CM FRAME IS INDICATED IN VOID. IF THE CM FRAME IS SELECTED, THEN DETAILED INFORMATION IS DISPLAYED.				
TIME	MONDAY			
7:00:00-7:00:14	○× COMPANY WASHING MACHINE			
7:00:15-7:00:29	UNDER TENDER:10 MINUTES TO DEADLINE			
7:00:30-7:00:35	○○ CORPORATION APARTMENT			
7:00:36-7:00:54	△△ COMPANY TELEVISION			
7:00:55-7:01:14	MORNING NEWS 1			
7:02:00-7:02:14	UNDER TENDER:20 MINUTES TO DEADLINE			
7:04:05-7:03:17	○× COMPANY DETERGENT			
7:04:29-7:05:14	×× COMPANY VACUUM CLEANER			
7:10:00-7:09:54	△△ COMPANY TELEVISION			
7:15:00-7:20:14	MORNING NEWS 2			
7:00:00-7:00:32	PUBLIC GUIDE			
7:30:38-7:50:18	○× COMPANY AIR CONDITIONER			
7:00:00-7:20:14	×× COMPANY COSMETIC			
7:29:04-7:40:14	△△ COMPANY TELEVISION			
7:50:01-7:00:17	MORNING NEWS 3			
7:00:00-7:50:18	PROGRAM: TODAY'S LIFE NO. 120			
7:00:29-7:00:25	○× COMPANY REMOVAL			
7:40:00-7:37:14	×× COMPANY TABLEWARE WASHING MACHINE			
7:00:00-7:08:14	△△ COMPANY PERSONAL COMPUTER			
7:00:00-7:00:17	MORNING NEWS 2			
7:47:00-7:56:24	UNDER TENDER:10 MINUTES TO DEADLINE			
7:00:17-7:00:19	PROGRAM: TODAY'S LIFE NO. 122			
7:00:00-7:30:13	MORNING NEWS 4			

FIG. 14

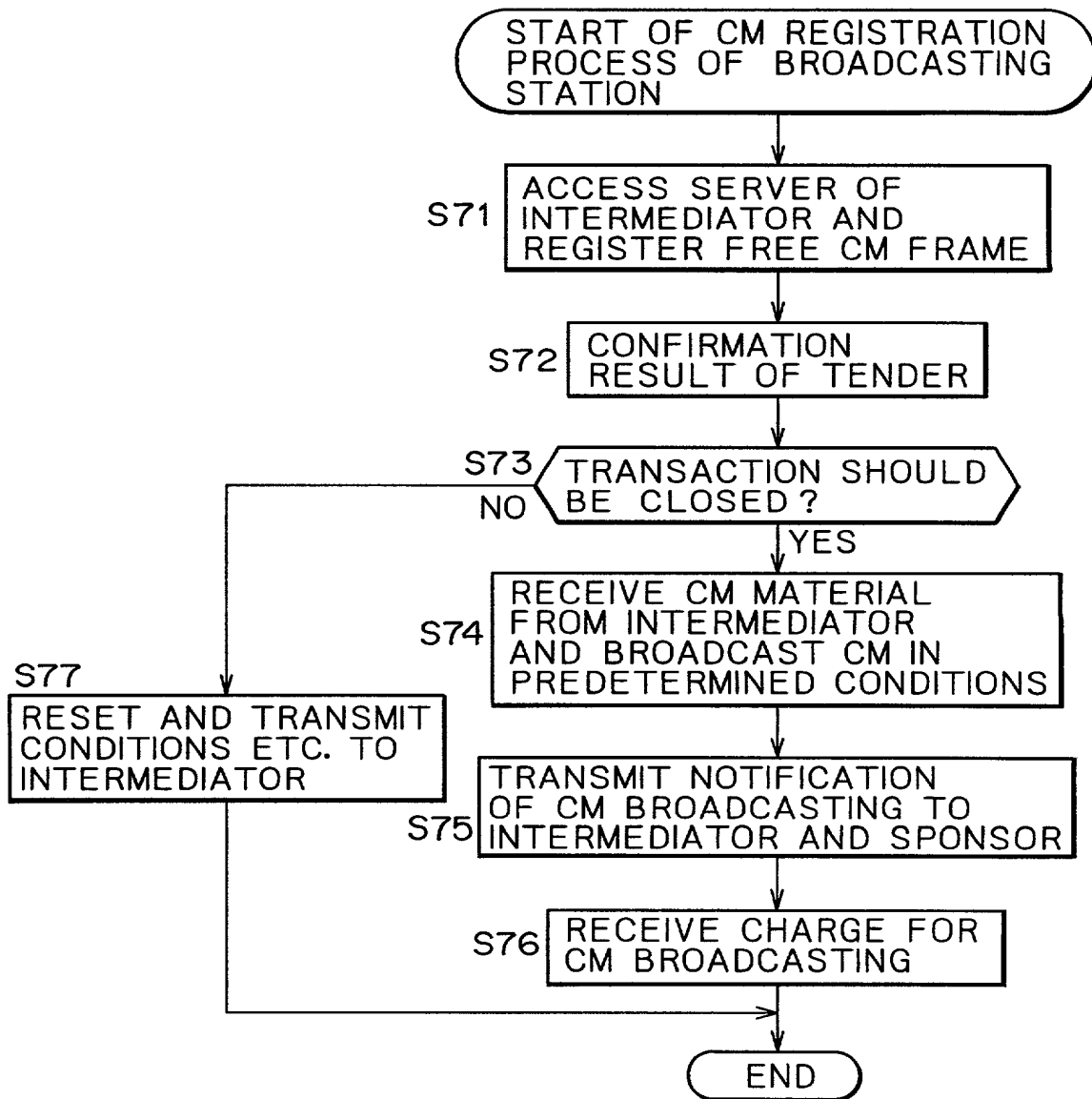


FIG.15

<p>RESULT OF AUCTION FEBRUARY 14, 2000, MONDAY AM 7:00:15-7:00:28 1 FRAME</p> <p>CM FRAME INFORMATION INFORMATION AS OF JANUARY 20, AM 11:30</p> <table border="1"><tr><td>SUCCESSFUL BID PRICE</td><td>¥63,000</td></tr><tr><td>SUCCESSFUL BIDDER</td><td>xxxxx COMPANY</td></tr><tr><td>CM CONTENTS</td><td>AUTOMOBILE (RIGLAS)</td></tr></table> <p>OTHER COMPANY INFORMATION</p> <table border="1"><tr><td>ORDER</td><td>ORGANIZATION</td></tr><tr><td>2</td><td>OOxx COMPANY</td></tr><tr><td>3</td><td>XOΔ CORPORATION</td></tr></table> <table border="1"><tr><td>ESTABLISH</td><td>RECONFIRMATION</td><td>SHOULD TRANSACTION BE ESTABLISHED ?</td></tr><tr><td>121</td><td>122</td><td></td></tr></table>					SUCCESSFUL BID PRICE	¥63,000	SUCCESSFUL BIDDER	xxxxx COMPANY	CM CONTENTS	AUTOMOBILE (RIGLAS)	ORDER	ORGANIZATION	2	OOxx COMPANY	3	XOΔ CORPORATION	ESTABLISH	RECONFIRMATION	SHOULD TRANSACTION BE ESTABLISHED ?	121	122	
SUCCESSFUL BID PRICE	¥63,000																					
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ESTABLISH	RECONFIRMATION	SHOULD TRANSACTION BE ESTABLISHED ?																				
121	122																					

FIG.16

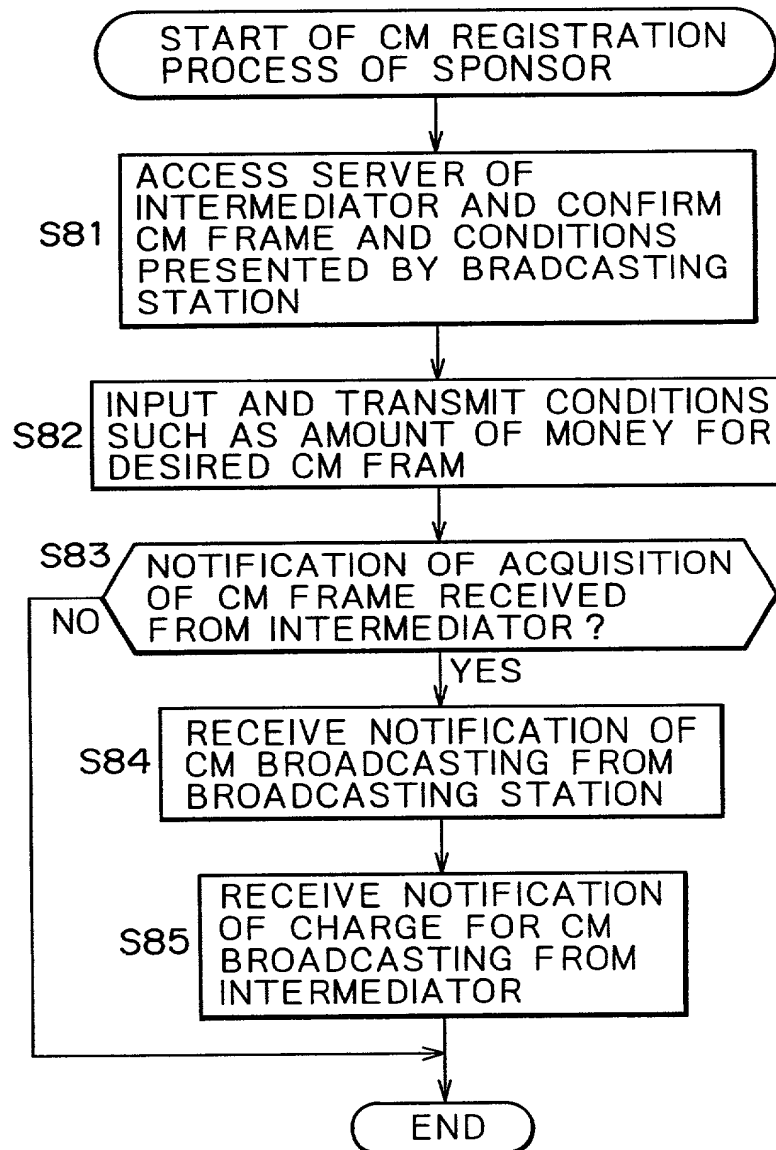


FIG.17

<div>CM FRAME SEARCH PAGE</div> <div>ENTER DATA TO INDIVIDUAL ITEMS AND PRESS SEARCH START BUTTON.</div> <div>FOR BLANK FIELD, ALL OBJECTS ARE SEARCHED.</div> <div><div><input type="text"/></div>SEARCH WITH PRICE INPUT EXPECTED PRICE RANGE.</div> <div><input type="text"/></div> SEARCH WITH TIME ZONE				

SEARCH START

CANCEL

131

132

FIG.18

RESULT OF SEARCH			
MATCHES 3			
IN ORDER TO PARTICIPATE IN AUCTION, SELECT YES OF ITEM FOR PARTICIPATION.			
LOWEST PRICE	PROGRAM CONTENTS	TIME	PARTICIPATE IN AUCTION
54000	NEWS 1234	2000/3/11/PM8:00	YES
54000	WEATHER FORECAST	2000/3/14/AM11:55	YES
51000	EVENING NEWS	2000/3/12/AM9:00	YES

BACK TO CONDITION SEARCH

141

FIG.19

<p>TELEVISION KANTO BROADCASTING PROGRAM SCHEDULE FEBRUARY 14, 2000, MONDAY AM 7:00:15-7:00:28 1 FRAME CM FRAME INFORMATION INFORMATION AS OF JANUARY 20, AM 10:19 CURRENT PRICE ¥59,800</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">LOWEST PRICE (WITHOUT TAX)</td> <td style="width: 50%;">¥58,000</td> </tr> <tr> <td>NUMBER OF ORGANIZATIONS PARTICIPATING IN AUCTION</td> <td>3</td> </tr> <tr> <td>CURRENT PRICE</td> <td>¥62,000</td> </tr> <tr> <td>DEADLINE</td> <td>10 MINUTES LEFT</td> </tr> <tr> <td>BROADCASTING PROGRAM</td> <td>MORNING NEWS</td> </tr> <tr> <td>BROADCASTING AREA</td> <td>KANTO</td> </tr> <tr> <td>CONTENTS OF BROADCASTING PROGRAM</td> <td>LOCAL NEWS</td> </tr> <tr> <td>KEYWORD 1</td> <td>NEWS</td> </tr> <tr> <td>KEYWORD 2</td> <td>WEATHER FORECAST</td> </tr> <tr> <td>KEYWORD 3</td> <td>TARO YAMADA</td> </tr> </table> <p>NEW PRICE (WITHOUT TAX) IS PRESENTED. <div style="border: 1px solid black; display: inline-block; padding: 2px;">AUTOMOBILE (RIGLOS)</div> CM CONTENTS: WHEN YOU ALREADY PARTICIPATE IN TENDER, PRECEDING DATA IS DISPLAYED.</p> <div style="border: 1px solid black; display: inline-block; width: 150px; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">SEND</div> SEND AFTER PRICE IS ENTERED.					LOWEST PRICE (WITHOUT TAX)	¥58,000	NUMBER OF ORGANIZATIONS PARTICIPATING IN AUCTION	3	CURRENT PRICE	¥62,000	DEADLINE	10 MINUTES LEFT	BROADCASTING PROGRAM	MORNING NEWS	BROADCASTING AREA	KANTO	CONTENTS OF BROADCASTING PROGRAM	LOCAL NEWS	KEYWORD 1	NEWS	KEYWORD 2	WEATHER FORECAST	KEYWORD 3	TARO YAMADA
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KEYWORD 2	WEATHER FORECAST																							
KEYWORD 3	TARO YAMADA																							

FIG. 20

